GOVERNMENT OF INDIA
WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION
LOK SABHA

UNSTARRED QUESTION NO:3524
ANSWERED ON:23.03.2017
Awareness amongst Public about Ganga River Cleaning
Mondal Shri Sunil Kumar

Will the Minister of WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION be pleased to state:

(a) whether the Government has been successful in spreading awareness amongst the public about Ganga river cleaning;

(b) if so, the details thereof along with the active working groups entrusted with the job; and

(c) the measures taken for making the mission successful?

Answer

THE MINISTER OF STATE (IC) FOR YOUTH AFFAIRS & SPORTS AND MINISTER OF STATE FOR WATER RESOURCES, RIVER DEVELOPMENT AND GANGA REJUVENATION
(SHRI VIJAY GOEL)

(a) to (c) National Mission for Clean Ganga (NMCG) is making all efforts to spread awareness among the public about Ganga cleaning. NMCG, besides having an active website, has its presence on social Media through Facebook, You Tube, Twitter and other social networks. Public outreach programmes are organized by NMCG during Magh Mela in Allahabad every year, such a programme was also organized during Ardh Kumbh Mela of 2016 in Haridwar. Apart from this, NMCG has organized several workshop to enter into a dialogue with stakeholders. Photo exhibitions were organized in 5 cities and pavilions/enclosures of Namami Gange were established during important events/fairs. Namami Gange Song was publicized through digital medium and also played during public events.
To make awareness, public participation and outreach institutionalized, NMCG has approved a three year project at an estimated cost of Rs 10 Cr. on 16th January, 2017 with Nehru Yuva Kendra Sangathan, Ministry of Youth Affairs and Sports, in which it is envisaged that volunteers will be identified at village level and their capacity will be developed to generate awareness, garner public support and mobilize people from all walks of life to prevent pollution of the river Ganga by educating people living in villages along river Ganga. This project will cover 29 districts along Ganga.
Under Namami Gange Programme, a holistic approach has been adopted to clean the river Ganga. The various types of pollution abatement schemes taken up to clean Ganga may be categorized into core and non-core schemes. Core schemes include Interception and Diversion (I&D) of sewage discharging into the Ganga and creating treatment infrastructure to treat the intercepted sewage. Non-Core schemes include providing Low Cost Sanitation (LCS) at community and individual levels at identified locations, installation of Crematoria (electric as well as wood based improved crematoria), River Front Development (RFD) including bathing ghats, river surface cleaning, afforestation, protecting bio-diversity and creating public awareness and participation.

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